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| **DZEMAL BIJEDIC UNIVERSITY OF MOSTAR**  **TOURISM STUDIES** | | | | |
| **Full course title:** | **Planning and events organization** | | **Course code: ST311** | |
| **Course level/cycle:** | Undergraduate programme, cycle I | | Year of study: III/ Semester: 6 | |
| **Course leader:** |  | | | |
| **Contact details:** | **Consultation hours: Office: E-mail:** | | | |
| **Total class load:** | **Lectures per week: 2 class hours** | **Practical work classes per week: 2 class hours** | | **Total class load: 60 class hours** |
| **ECTS credit value:** | 5 ECTS | | | |
| **Faculty/School/Department:** | TOURISM STUDIES/Bachelor in Tourism Management | | | |
| **Course status:** | Non obligatory | | | |
| **Pre-requisites:** | None | | | |
| **Access restrictions:** | Only for students of tourism | | | |
| **Student workload:** | Introducing students with marketing planning and event organization in tourism, and training them to design an event organization plan and plan to meet the target group's needs with a view to improving the reputation / image of the event and its affiliated sponsors and other interest groups. | | | |
| **Learning outcomes:** | 1. Understand the process of event marketing.  2. Independently, and in the group, use the tools and techniques of planning and organization of events in tourism.  3. Design and profiling event plans and plans to meet the target group's needs.  4. Describe, analyze and evolve various marketing event components in tourism.  5. Implement the acquired knowledge and skills in order to increase the reputation / image of the event in tourism. | | | |
| **Indicative syllabus content:** | 1. Types and forms of tourism events  2. Definition of products (events)  3. Creating an event plan  4. Event organization and group leadership  5. Identification and segmentation of customers  6. Promotion of events  7. Sponsoring events  8. Plan to meet the needs of the target audience  9. Public Relations Management  10. Measuring economic effects of tourism events | | | |
| **Learning delivery:** | Lectures, computer exercises, case processing, making project application | | | |
| **Other students’obligations (if required):** | Active participation in lectures and exercises, implementation of independent and group tasks, and writing reports on completed tasks. The requirement for access to the final exam is to submit all reports of independent and group tasks during the realization of the teaching process. | | | |
| **Assessment weighting:** | 1. Presence continues 10%  2. Individual work 15%  3. Group work (event plan and organization, target audience satisfaction program) 25%  4. Final test 50% | | | |
| **Essential reading:** | 1. Van der Wagen, L., Carlos, R.B., "Event management", MATE d.o.o. Zagreb, 2008.  2. Stić, D., "Marketing in Tourism & Marketing Management of Destinations", Beretin, Split, 2010.  3. Subsequently submitted materials for exercise and discussion | | | |
| **Course quality assessment:** | Student polls | | | |